



STAKEHOLDER GROUP MEETING – SYNOPSIS

MEETING DATE: 8/18/08

ATTENDEES: COUNCILMEMBER PETE CONSTANT, CHAIR

MEMBERS: LORIE BIRD, ELIZABETH BRIERLY, BOB BROWNSTEIN, CARL COOKSON, YOLANDA CRUZ, PATRICIA GARDNER, ERNIE GIACHETTI, CHARLES JONES, MICHELLE LEW, BOBBY LOPEZ, STEVE MOORE, DAVE PERSSELIN, ED RAST, JEFF RUSTER, JAN SCHNEIDER,

ABSENT: PAT DANDO, HOOSHANG HOMARA, JOSHUA HOWARD, RANDY SEKANY, BUU THAI, KEN WILLEY, SUZANNE WOLF

STAFF: DEBRA FIGONE, CITY MANAGER, HARRY MAVROGENES, EXECUTIVE DIRECTOR REVEVELOPMENT AGENCY, JANE LIGHT, CITY MANAGER'S LIAISON.

Welcome/Introductions

- Councilmember Constant called meeting to order at 6:07 p.m. by welcoming everyone and thanking Stakeholder Group members for attending the August 5th Council meeting and provided comments about the November ballot measures.
- City Manager Figone introduced the Economic Development and Redevelopment Agency's (RdA) strategy discussions and stressed that part of the challenge with these strategies is the 3 year time line. Economic Development and RdA strategies are better suited as longer term strategies.

“Economic Development Strategy”

Presentation: Paul Krutko, Chief Development Officer

(<http://www.sanjoseca.gov/StakeholderGroup08.asp>) August 18 Presentation (Slides 2-23).

Questions/Comments

Question: What is the growth in total City revenues?

Question: Stakeholder wants follow up on San Jose's percentage of the total employees in Silicon Valley. There is a discrepancy between County's estimate of 41% and Economic Development's estimate of 60%.

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Question: Stakeholder would like performance data from our small business customers (cycle time). The City collects this data and reviews it with the Chamber of Commerce on a monthly basis. The Community and Economic Development department also receives this info on a quarterly basis.

Comments: Even if you could expand retail outlets; unless community has more disposable income, then it will just be redistributed sales not new sales revenue.

Border neighborhoods and Districts 1 and 4 have most potential for retail opportunities/development.

“Maximizing the Redevelopment Agency’s Contribution to the General Fund”

Presentation: Harvey Mavrogenes, Executive Director

(<http://www.sanjoseca.gov/StakeholderGroup08.asp>) August 18 Presentation (Slides 24-42).

Questions/Comments

Question: Are there ways that RDA fund activities could be leveraged in support of GF revenue?

Stakeholder Suggestions regarding San Jose ‘business-friendly’ policies

- Take on a can-do philosophy. Talk more about what we can do instead of what we can’t, in regards to the City Attorney’s office.
- We should institutionalize our ability to be more efficient in getting out permits faster to lure manufacturing companies to San Jose.
- What about the idea of giving a free year or two in regards to fees. Will it encourage small business to come to San Jose?
- The demographics of San Jose show Latino and Asians as the majority - the City staff should reflect this diversity.
- Provide ongoing training to employees.
- Promote information within the City; send out informational packets.

Introduction to September 8th meeting - Core Municipal Services

City Manager Figone recaps the three strategies that the City is pursuing: 1) Revenue Growth, 2) Service Reductions and 3) Changes in the way we do business. The City is currently working with David Osborne, and Public Strategies Group to identify potential areas of transforming the way we do business.

City Manager Figone indicated that because the Stakeholder Group has touched on the questions of “what are the City’s basic services” several times, she has asked staff to plan for a presentation and discussion of this issue at the September 8 meeting. Staff and Management

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Partners will provide background information and examples of how basic municipal services are or could be identified.

The City has five CSA's with 74 core services reflected in City's Operating Budget and 100 operational services. A listing of these core services and operating services was distributed. (Attachment)

Ideas to consider in preparation for the September 8 meeting:

How do we compare to other Cities regarding essential services?

What services is the City legally mandated to provide?

Which core services are coming out of the General Fund?

We have to decide what we as a community value after considering the essentials

What City services could be under enterprise (i.e. golf course-should charge for that use)

Examples of "Best Practices"

Emphasis should be on how the services are provided not just what services are provided.

Could International City/Council Management Association (ICMA) help in defining the Core/Essential Services and/or performance measures?

Closing: Next meeting will take place on September 8th at City Hall, Wing Rooms 118-120.

Advantages/concerns/questions can be emailed to pete.constant@sanjoseca.gov, please type "Stakeholder Group" in the subject line. Councilmember Constant will forward questions to the administration.

Meeting was adjourned at 8:50 p.m.